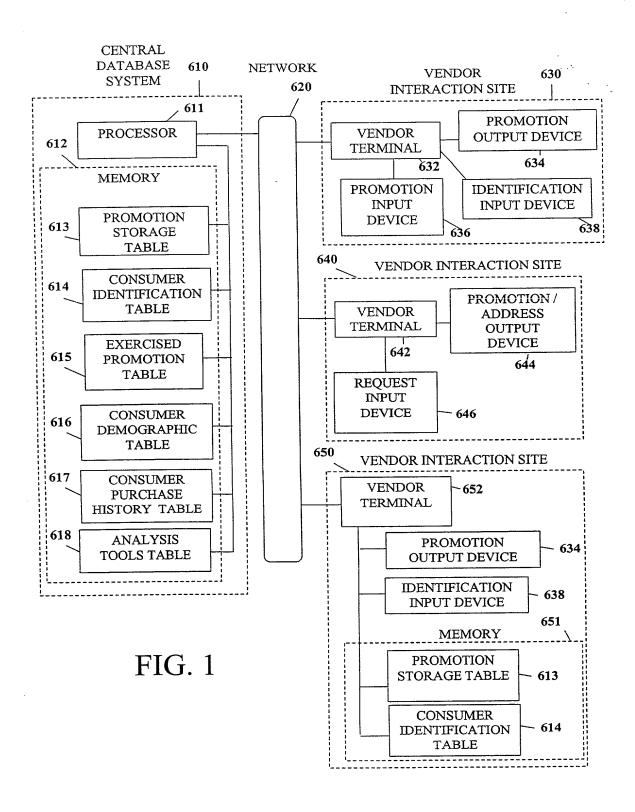
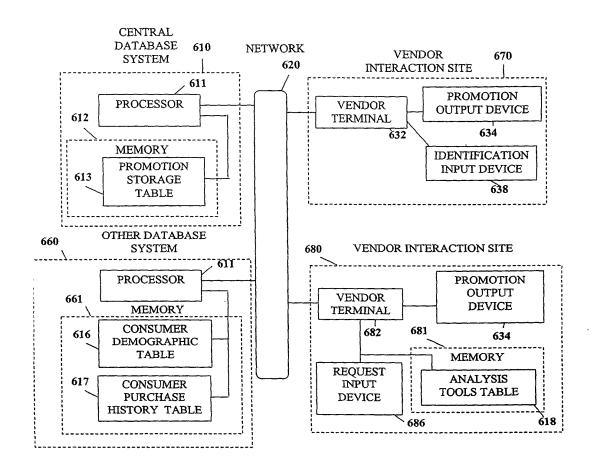
SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>1</u> OF <u>10</u>



SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>2</u> OF <u>10</u>



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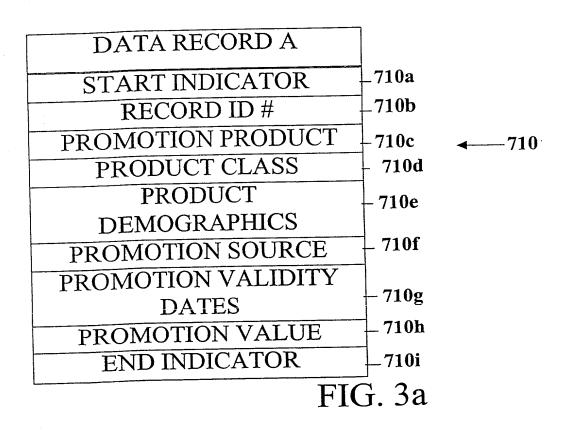
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FIG. 2

SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>3</u> OF 10



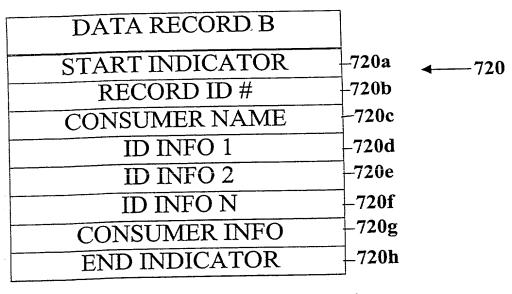
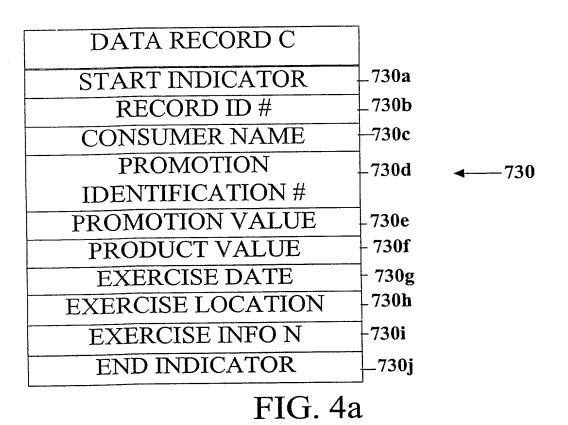


FIG. 3b

SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>4</u> OF <u>10</u>



DATA RECORD D		
START INDICATOR	740a	← 740
RECORD ID #	740b	7.10
CONSUMER NAME	_740c	
DEMOGRAPHIC INFO 1	_ 740d	
DEMOGRAPHIC INFO 2	740e	
DEMOGRAPHIC INFO 3	740f	
DEMOGRAPHIC INFO N	_740g	
END INDICATOR	740h	

FIG. 4b

SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>5</u> OF <u>10</u>

DATA RECORD E		
START INDICATOR	750a	
RECORD ID#	_750b	
CONSUMER NAME	_750c	← 750
PURCHASE INFO 1	- 750d	
PURCHASE INFO 2	750e	
PURCHASE INFO 3	_ 750f	
PURCHASE INFO N	_750g	
END INDICATOR	750h	
FIG. 5a		

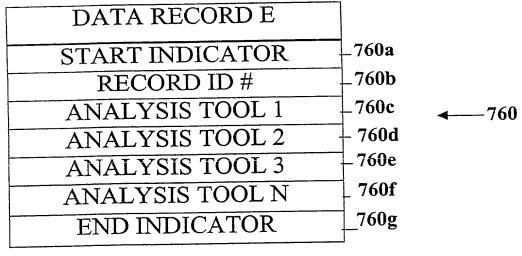
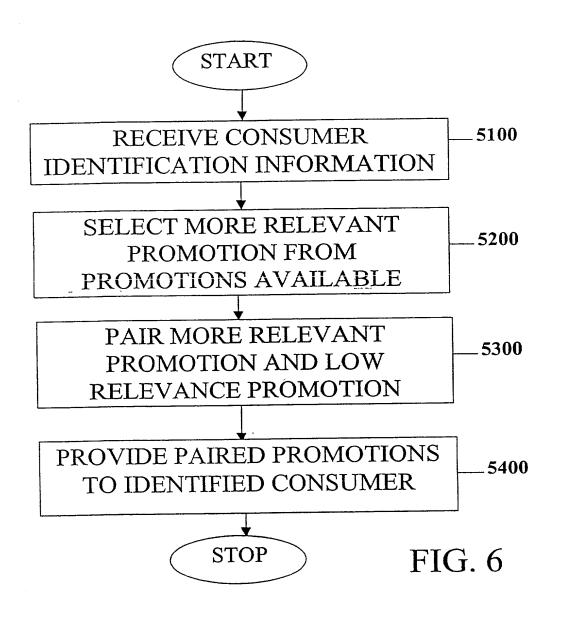
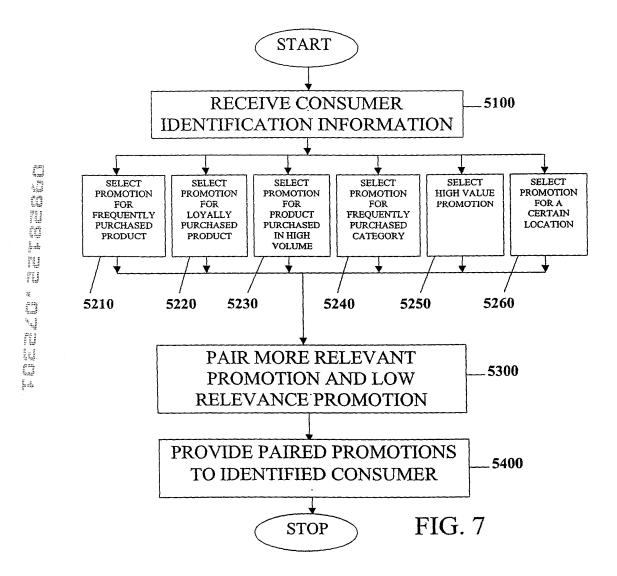


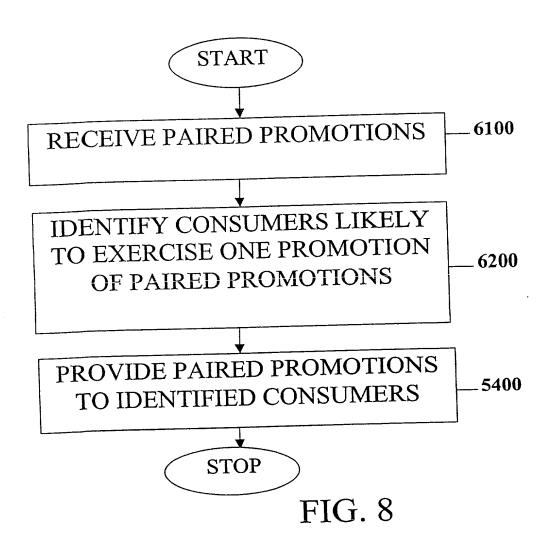
FIG. 5b

SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>6</u> OF <u>10</u>

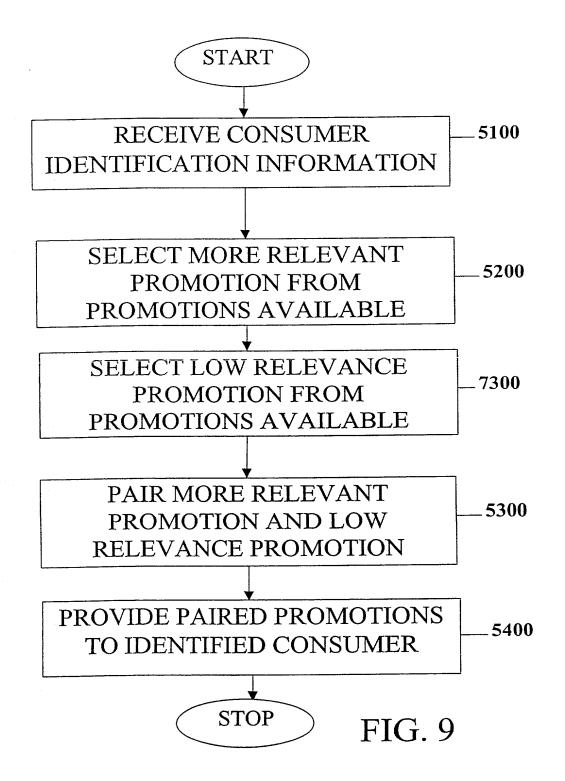




SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>8</u> OF 10



SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>9</u> OF 10



SERIAL NO: 09/828,122 INV: Gary M. KATZ DOCKET # 204779US-25 SHEET <u>10</u> OF <u>10</u>

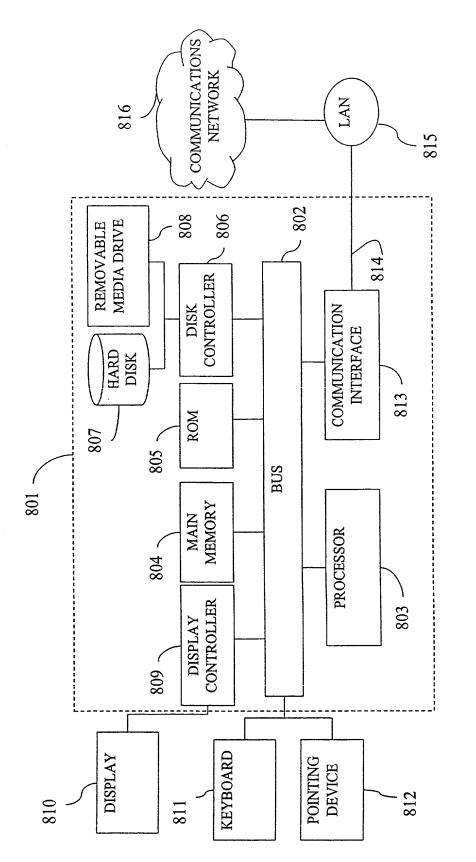


FIG. 10